

JAN 21 2009

FACSIMILE COVER SHEET

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From: Leonard P. Linardakis, Esq.

Date: January 20, 2009

Number of Pages Including Cover: 31

MESSAGE: FORMAL SUBMISSION OF:
1) Transmittal (1 pg.);
2) Fee transmittal (1 pg.);
3) Request for a Two (2) Month
Extension of Time (2 pgs.);
4) Appeal Brief (17 pgs.);
5) Claims Appendix (7 pgs.);
6) Evidence Appendix (1 pg.); and
7) Related Proceedings Appendix (1 pg.).

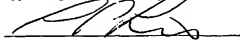
Attorney Docket No.: Google-38 (GP-100-00-US)
Appl. No.: 10/674,056
Applicant: Georges R. HARIK
Filed: September 29, 2003
Title: GENERATING INFORMATION FOR ONLINE ADVERTISEMENTS FROM INTERNET
DATA AND TRADITIONAL MEDIA DATA
TC/A.U.: 2161
Examiner: Kavita Padmanabhan

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Modified PTO/SB/21 (08-00)
Approved for use through 10/5/2002, OMB 0351-0031
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

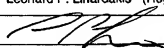
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TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i>	Application Number	10/674,056
	Filing Date	September 29, 2003
	First Named Inventor	Georges R. HARIK
	Group Art Unit	2161
	Examiner Name	Kavita Padmanabhan
Total Number of Pages in This Submission	Attorney Docket Number	Google-38 (GP-100-00-US)

ENCLOSURES *(check all that apply)*

<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/Declaration(s) <input checked="" type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers <i>(for an Application)</i> <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> Alter Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input checked="" type="checkbox"/> Appeal Communication to Group <i>(Appeal Notice, Brief, Reply Brief)</i> <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input checked="" type="checkbox"/> Other Enclosure(s) <i>(please identify below):</i> - Claims Appendix - Evidence Appendix - Related Proceedings Appendix
Remarks		


SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	Leonard P. Linardakis (Reg. No. 60,441)
Signature	
Date	January 20, 2009

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Modified PTO/5B/17 (01-03)

Approved for use through 04/30/2003. OMB 0651-0032
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FEE TRANSMITTAL for FY 2008

Effective 09/30/2007. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$), 1,030.00

Complete if Known

Application Number 10/674,056
Filing Date September 29, 2003
First Named Inventor Georges R. HARIK
Examiner Name Kavita Padmanabhan
Art Unit 2161
Attorney Docket No. Google-38 (GP-100-00-US)

METHOD OF PAYMENT (check all that apply)

☐ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None

☒ Deposit Account:
Deposit Account Number 50-1049
Deposit Account Name Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)
☒ Charge any underpayment of ☒ Credit any overpayments, fee(s) indicated below

☒ Charge any additional fee(s) due in connection with the filing submitted herewith
☒ Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

FEE CALCULATION

1. BASIC FILING, SEARCH & EXAMINATION FEES

Large Entity	Small Entity	Fee	Fee	Fee Description	Fee Paid
		(\$)	(\$)		
		1050	545	Utility fee	
		460	230	Design fee	
		720	360	Plant fee	
		1520	760	Reissue fee	
		220	110	Provisional fee	
SUBTOTAL (1)					\$ 0.00

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

TOTAL CLAIMS		Extra Claims		Fee from	Fee Paid
Total Claims	-30* =		X		
Independent Claims	-3* =		X		
Multiple Dependent					

Large Entity	Small Entity	Fee Code	Fee Code	Fee Description
1202	52	2202	26	Claims in excess of 20
1201	820	2201	110	Independent claims in excess of 3
1203	390	2203	195	Multiple dependent claim, if not paid
1204	220	2204	110	*Reissue independent claims over original patent
1205	52	2205	26	*Reissue claims in excess of 20 and over original patent
SUBTOTAL (2)				(5) 0.00

*or number previously set, if greater. For Reissues, 300 above

**or number previously paid, if greater. For Reissues, see above

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code (S)	Fee Code (S)	Fee Code (S)	Fee Code (S)		
1051	130	2051	65	Surcharge - late filing fee or oath	
1052	50	2052	25	Surcharge - late provisional filing fee or cover sheet	
1053	130	1053	130	Non-English specification	
1812	2,520	1812	2,520	For filing a request for ex parte reexamination	
1804	920*	1804	920*	Requesting publication of SIR prior to Examiner action	
1805	1,840*	1805	1,840*	Requesting publication of SIR after Examiner action	
1251	130	2251	65	Extension for reply within first month	
1252	490	2252	245	Extension for reply within second month	490.00
1253	1,110	2253	555	Extension for reply within third month	
1254	1,730	2254	865	Extension for reply within fourth month	
1255	2,350	2255	1,175	Extension for reply within fifth month	
1401	540	2401	270	Notice of Appeal	
1402	540	2402	270	Filing a brief in support of an appeal	540.00
1403	1,080	2403	540	Request for oral hearing	
1451	1,510	1451	1,510	Petition to institute a public use proceeding	
1452	540	2452	270	Petition to revive - unavailable	
1453	1,620	2453	810	Petition to revive - unintentional	
1501	1,510	2501	755	Utility issue fee (or reissue)	
1502	860	2502	430	Design issue fee	
1503	1,190	2503	595	Plant issue fee	
				Petitions to the Commissioner - check fee sheet	
1807	50	1807	50	Processing fee under 37 CFR 1.17(c)	
1808	180	1808	180	Submission of Information Disclosure Stmt	
8021	40	8021	40	Recording each patent assignment per property (lines number of properties)	
1809	810	2809	405	Filing a submission after final rejection (37 CFR 1.129(a))	
1810	810	2810	405	For each additional invention to be examined (37 CFR 1.129(b))	
1801	810	2801	405	Request for Continued Examination (RCE)	
1802	900	1802	900	Request for expedited examination of a design application	
Other fee (specify)					
* Reduced by Basic Filing Fee Paid				SUBTOTAL (3)	\$ 1,030.00

SUBMITTED BY

Name (Print/Type) John C. Pokotylo
Signature John C. Pokotylo

Registration No. 36,242
Telephone (732) 936-1400
Date January 20, 2009

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This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.